

Message Text

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INFO OCT-01 EA-10 ISO-00 EB-07 /018 R

DRAFTED BY COM/SAD/EOLIVER/EMB
APPROVED BY EB/OCA/REP/EMCKEON
COM/SAD/JEMURRIN
COM/JAPAN/TWELCH
COM/DM/HHEIKENEN
EA/EP/RWHITE
EA/J/DGBROWN

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P 172135Z MAR 75
FM SECSTATE WASHDC
TO AMCONSUL FUKUOKA PRIORITY
AMCONSUL OSAKA KOBE
AMEMBASSY TOKYO

UNCLAS STATE 059563

E.O. 11652: NA

TAGS: BEXP, JA

SUBJECT: FRANCHISING TRADE MISSION

REF: (A) STATE 044293 (B) TOKYO 2797 (C) TOKYO 2932
--- (D) TOKYO 3237 (E) FUKUOKA 00028

1. SHERATON INTERESTED IN TALKING WITH FOLLOWING;
DEVELOPERS OR LARGE BUILDERS; PRESENT OWNERS OF HOTELS,
PARTICULARLY THOSE FACING STIFF COMPETITION, WHO MAY BE
INTERESTED IN USING SHERATON NAME; GROUPS OF INVESTORS
INTERESTED IN EITHER BUILDING NEW HOTELS OR TAKING OVER
EXISTING ONES TO FORM A SHERATON CHAIN.
2. TANDY LEATHER INTERESTED IN JOINT VENTURE ARRANGE-
MENTS TO OPERATE TANDY HANDICRAFT STORES TO BE WHOLLY-
OWNED BY JAPANESE DISTRIBUTOR. ALSO, DISTRIBUTORS TO SELL
THEIR PRODUCTS UNDER TANDY NAME THROUGH ARRANGEMENTS WITH
EXISTING CHAIN, I.E., DEPARTMENT STORES.

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3. FOLLOWING IS DESCRIPTION OF KOPY KAT OPERATION: "KOPY

KAT ENABLES AN ENTREPRENEUR THE OPPORTUNITY TO ESTABLISH HIMSELF IN THE HIGHLY PROFITABLE FAST PRINTING INDUSTRY. THE PACKAGE CONTAINS ALL THE NECESSARY EQUIPMENT FOR PRINTING, FOLDING, HOLE PUNCHING, CUTTING, COLLATING,

PADDING, STAPLING AND TYPING. ALSO INCLUDES FURNITURE, FIXTURES, STATIONERY, PAPER INVENTORY, AND ALL THE ACCESSORIES REQUIRED TO OPERATE A SUCCESSFUL INSTANT PRINTING CENTER. COPY KAT HAS APPROX 100 FRANCHISEES IN 33 STATES IN THE U.S." FIRM'S BUSINESS OBJECTIVES THIS MISSION ARE TO LOCATE A COMPANY THAT WOULD PURCHASE EXCLUSIVE RIGHTS TO SUB-FRANCHISE COPY KAT INSTANT PRINTING CENTERS THROUGHOUT JAPAN. INCOME TO THE JAPANESE COMPANY WOULD DERIVE FROM (1) SALE OF ORIGINAL FRANCHISE PACKAGE, (2) CONTINUING ROYALTIES FROM FRANCHISEES AND (3) CONTINUING SALES OF SUPPLIES TO FRANCHISEES. COPY KAT'S REPRESENTATIVE, COL. BENJAMIN J. DAILEY, IS PERMANENT RESIDENT OF OKINAWA. HIS ADDRESS IS C/O UNITED ASIA IMPORTS, P.O. BOX 94, GINOWAN CITY. DIB 471P FOR COPY KAT FOLLOWS.

4. TOKYO REQUESTED RESERVE BANQUET ;ALL FOR RECEPTION APRIL 14 AND ALSO RESERVE SPACE FOR MISSION HEADQUARTERS AT HILTON PER REFTEL B.

5. TOTAL BUDGET SUBJECT MISSION IS U.S. DOLS 3000 IN COMMERCE FUNDS AND U.S. DOLS 1200 MEMBER CONTRIBUTIONS. COMMERCE WILLING ALLOCATE ADDITIONAL FUNDS IF IT IS NOT SUFFICIENT. HOWEVER, POSTS REQUESTED BE MORE SPECIFIC RE BUDGET REQUIREMENTS; I.E., NUMBER OF INTERPRETERS, TOTAL COST OF RECEPTIONS, ETC., SO COMMERCE CAN DETERMINE HOW MUCH ADDITIONAL FUNDS MAY BE NEEDED UP TO, BUT NOT EXCEEDING, U.S. DOLS 2000.

6. ROBERT KELLY REPLACED AS MISSION DIRECTOR BY WILLIAM A. WALMSLEY, DIRECTOR OF PROGRAM COORDINATION, OIM.

7. BROCHURE COVERS AIRPOUCHED FEB 25. TOKYO REQUESTED DESIGN AND PRINT MISSION BROCHURES IF COVERS DON'T ARRIVE IN TIME.

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8. FOR FUKUOKA. PLEASE RESERVE SUITE FOR MISSION DIRECTOR (50,000 YEN PER DAY). COMMERCE CONCURS CONSULATE OFFICES ADEQUATE FOR MISSION HEADQUARTERS. ROBINSON

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 17 MAR 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975STATE059563
Document Source: CORE
Document Unique ID: 00
Drafter: SAD/EOLIVER/EMB
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750093-0387
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750343/aaaabmqj.tel
Line Count: 111
Locator: TEXT ON-LINE, ON MICROFILM
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 STATE 044293, 75 TOKYO 2797, 75 TOKYO 2932
Review Action: RELEASED, APPROVED
Review Authority: hartledg
Review Comment: n/a
Review Content Flags:
Review Date: 20 JUN 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <20 JUN 2003 by BrownAM>; APPROVED <20 FEB 2004 by hartledg>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: FRANCHISING TRADE MISSION
TAGS: BEXP, JA
To: FUKUOKA TOKYO
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006